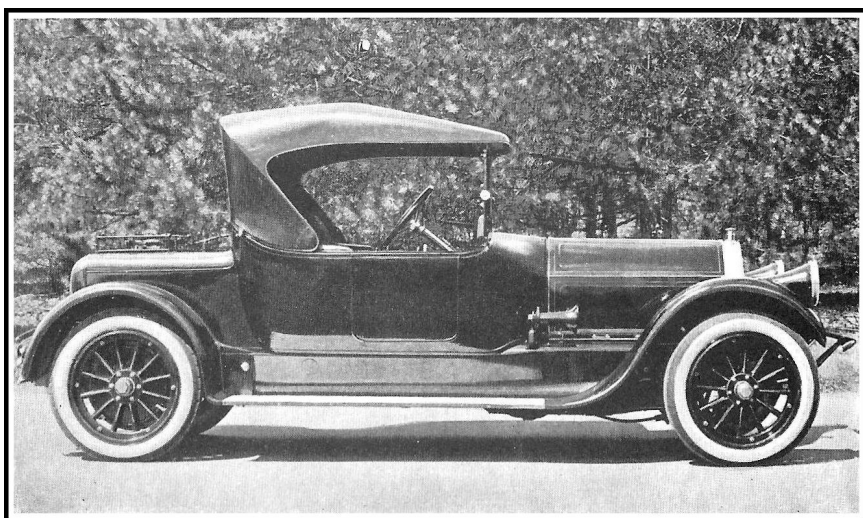
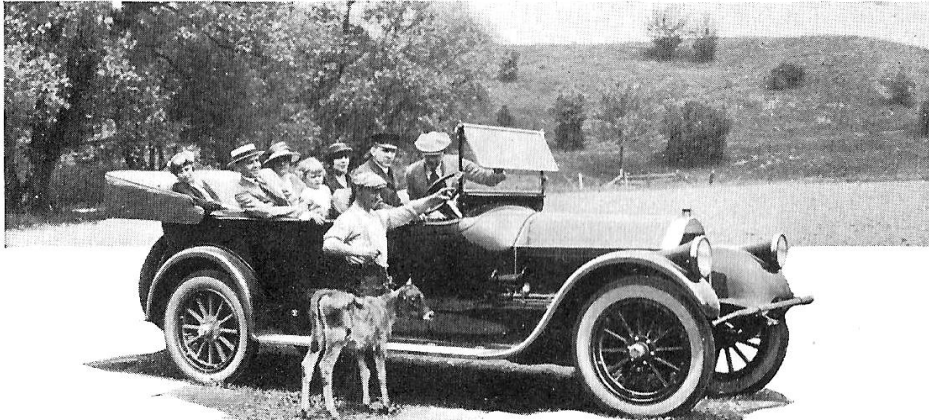




38 AND 48 H.P. MODELS

DUAL VALVE





New Dual Valve Six

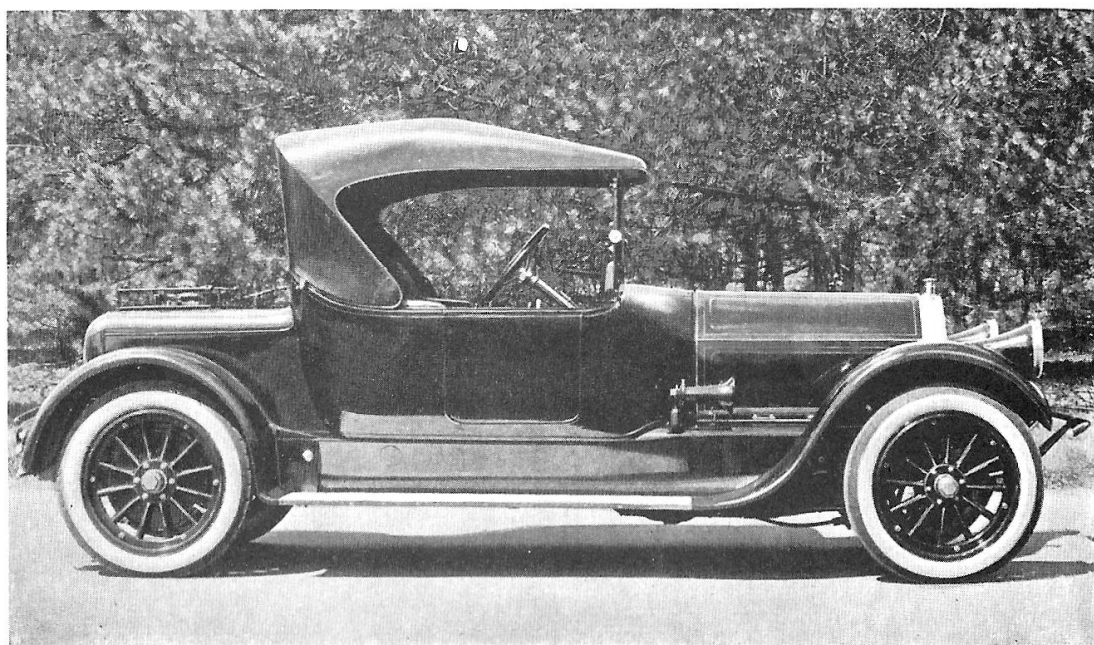
38 and 48 H. P. Models

THE war's ending has permitted The Pierce-Arrow Motor Car Company to resume production of one of its most popular models—the 38 H. P. car. This is the outstanding feature with respect to this company's midsummer announcement.

During the war, in order that all possible facilities might be applied to producing vehicles for military use, it was found necessary to concentrate on one model, the 48 H. P.

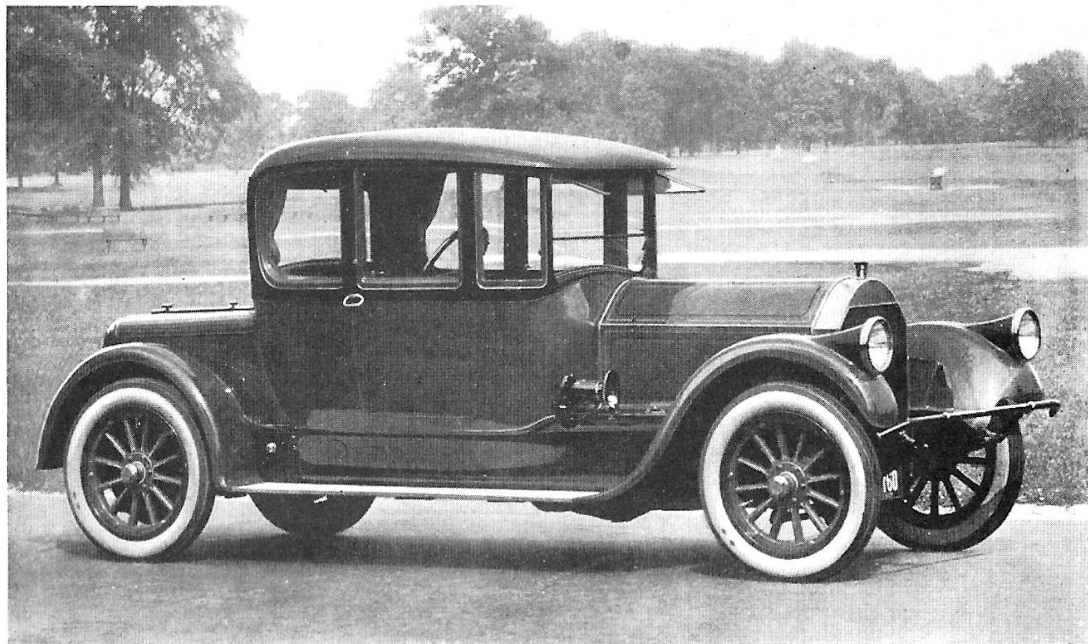
This meant the temporary elimination of a model that has always been very popular.

The interval between the signing of the armistice and the present time has enabled us to get into production in both the 38 H. P. and 48 H. P. models. Each car will carry the new dual valve six motor, which was introduced to the public in July, 1918.



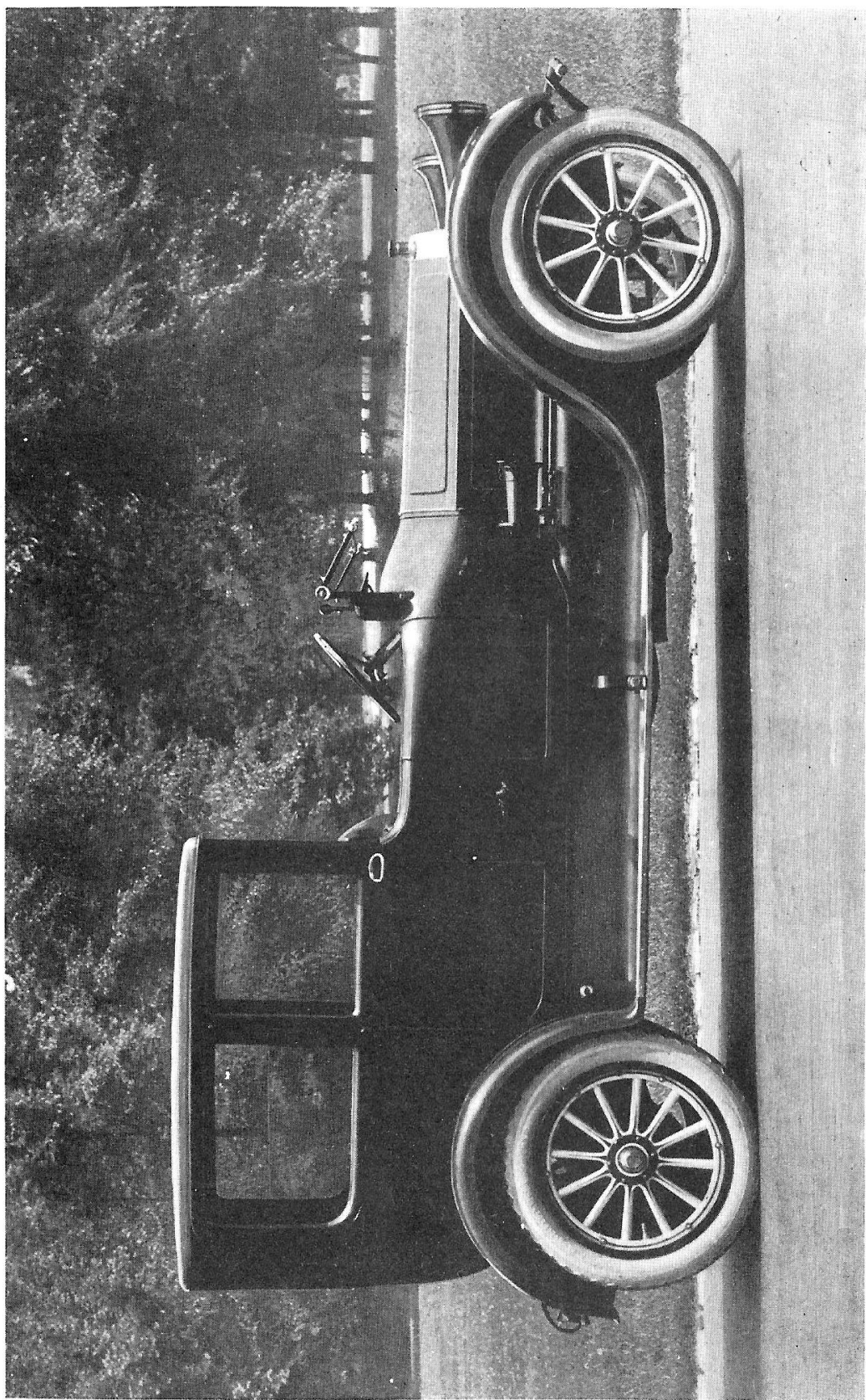
RUNABOUT

Chassis takes either two or three-passenger body. The two-passenger body is 10" narrower than the three-passenger. Can be had in either 38 or 48 H. P. model.

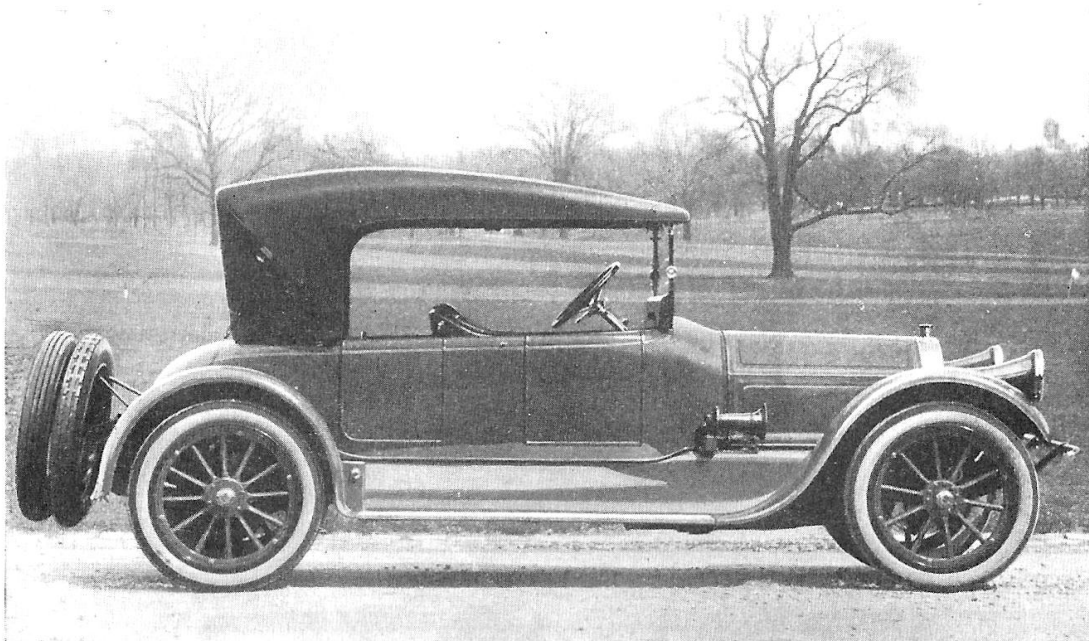


COUPE

Chassis takes either two or three-passenger body, and contains a small emergency seat. Can be had in either 38 or 48 H. P. model.

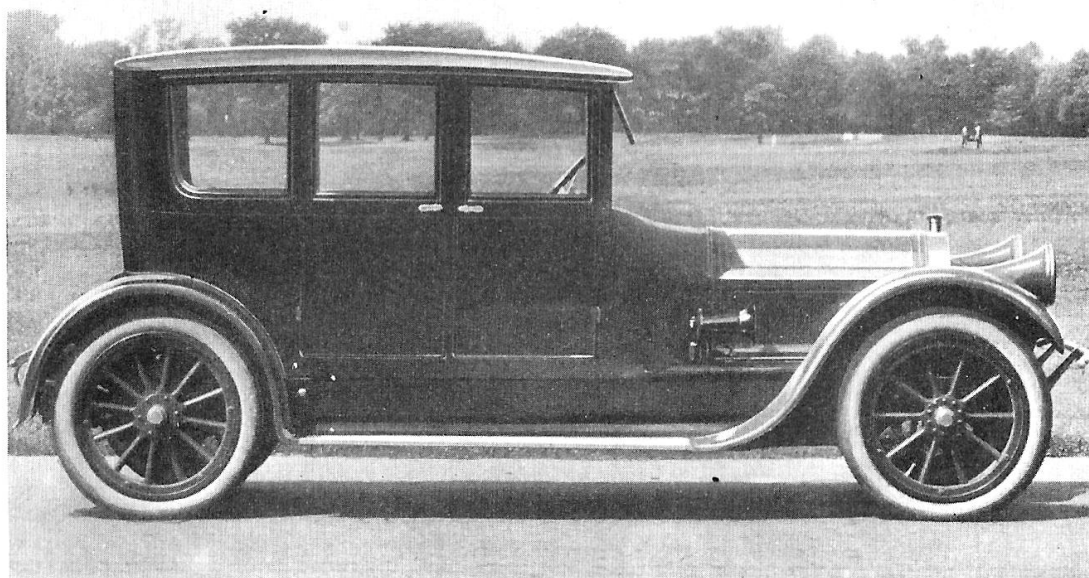


TOWN BROUCHAM



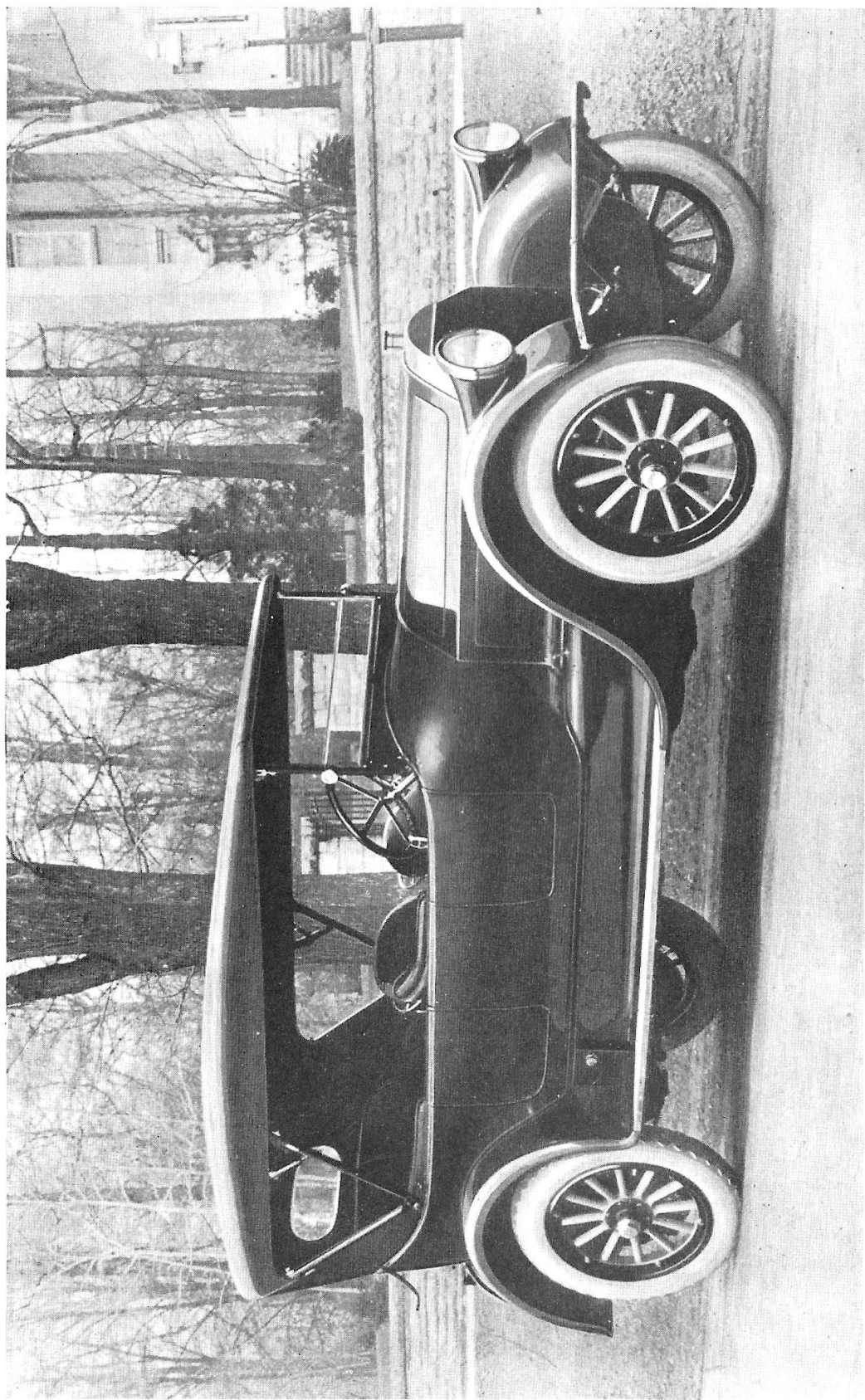
FOUR-PASSENGER ROADSTER

Can be had in 38 or 48 H. P. model. Seats four passengers comfortably. Deck in rear fitted with compartment to store luggage, etc.

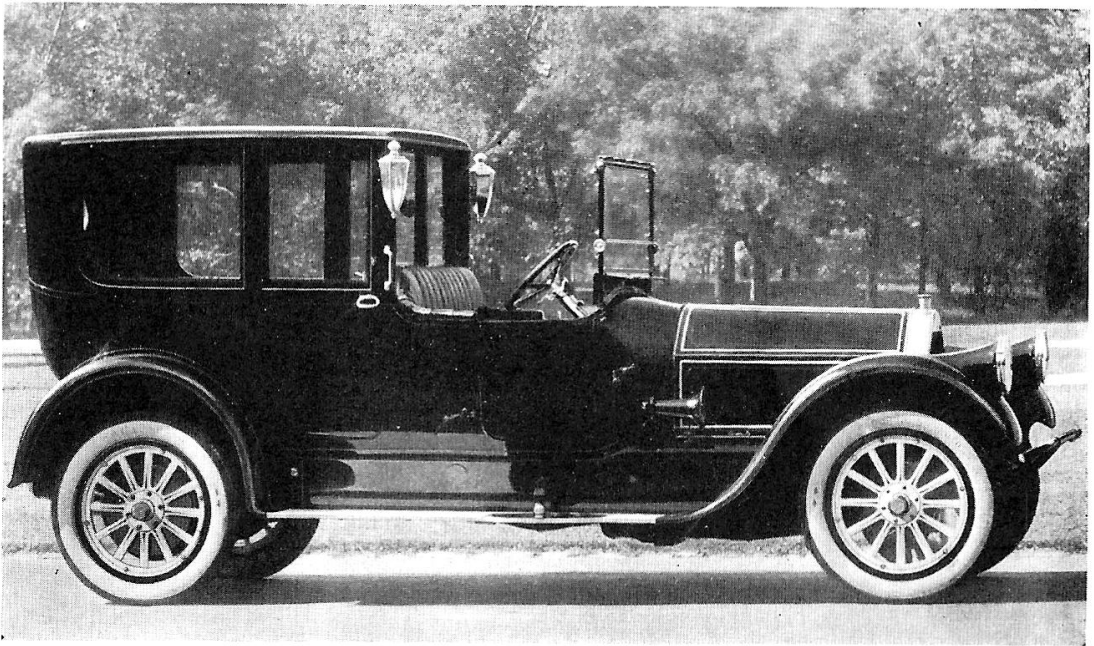


FOUR-PASSENGER SEDAN

The design has been worked out with the idea of giving a low four-passenger four-door body. Easy entrance and exit. Rear seat, 40" wide.

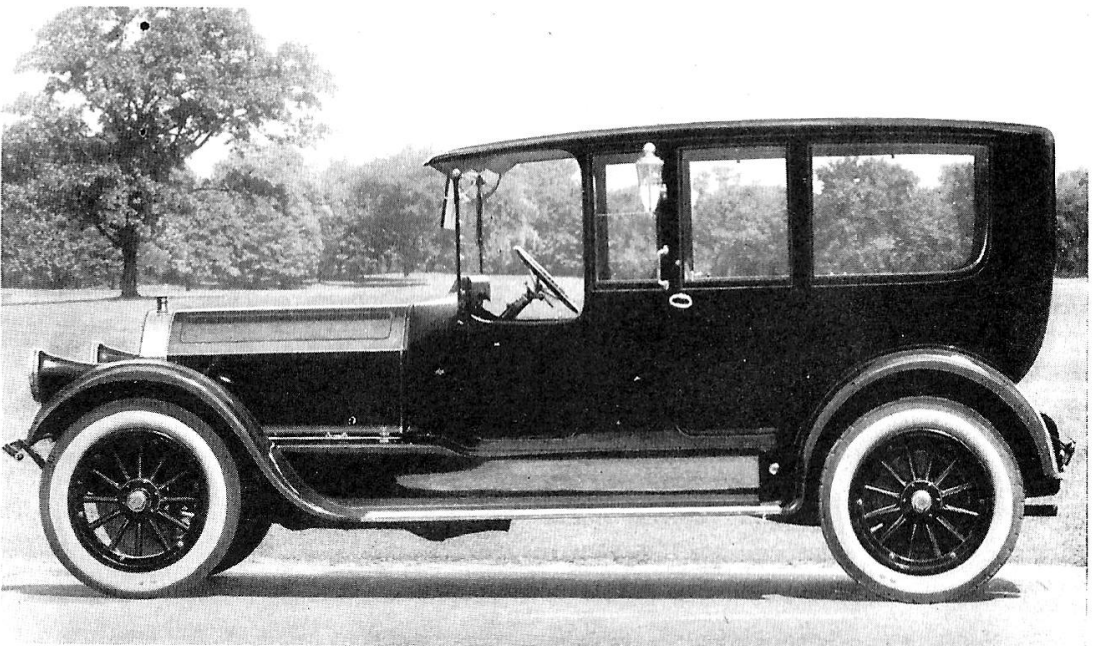


SIX-PASSENGER TOURING



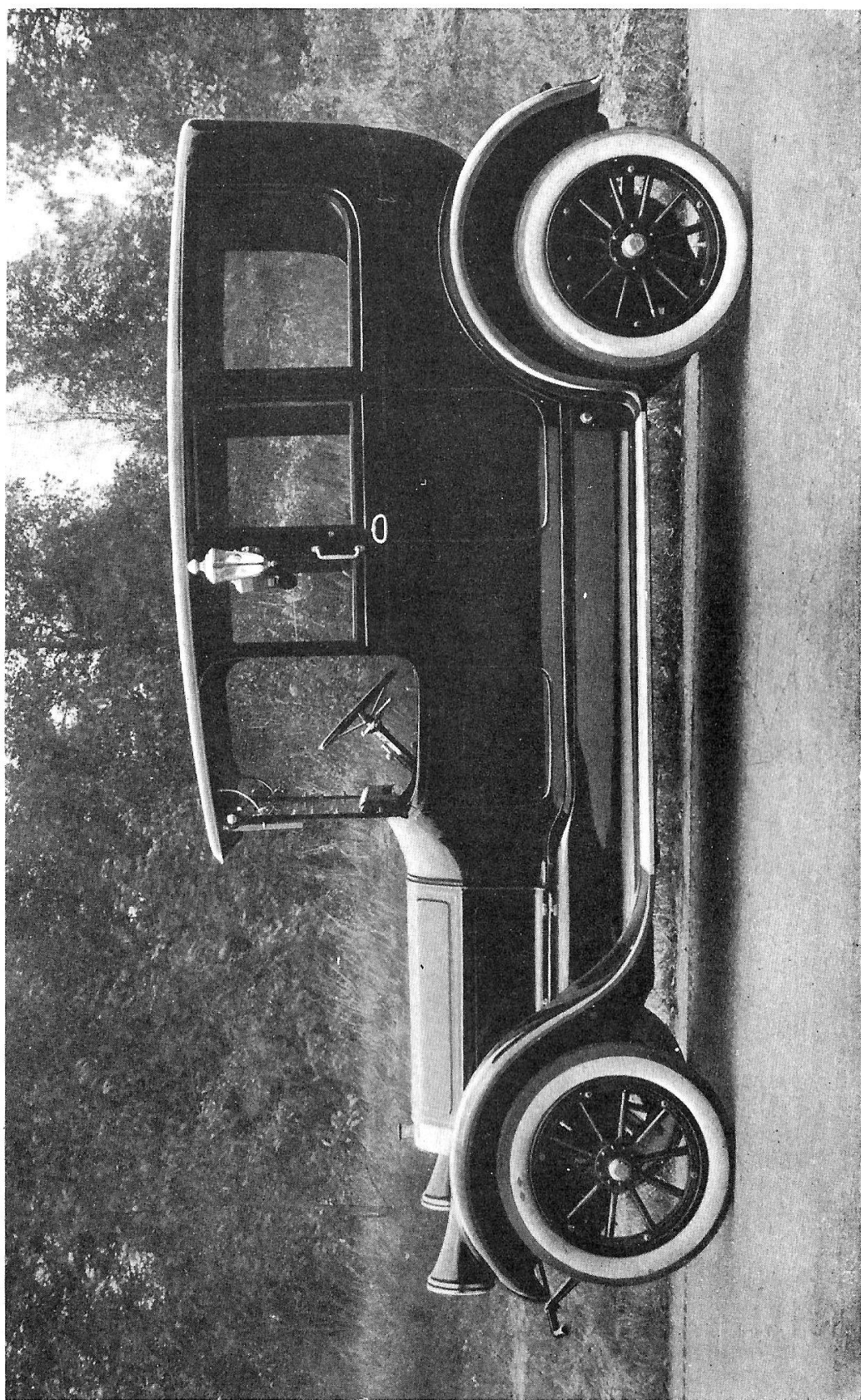
FRENCH SUBURBAN

Model pictured is 48 H. P. The same style of body is made on a 38 H. P. chassis as a French Brougham.



SUBURBAN

Built on a 48 H. P. chassis. This car has the distinction of an enclosed car. Its unusually large windows afford practically an open car.



BROUGHAM

Added Refinements Bring Greater Perfection

Despite the fact that the country was at war when the dual valve six was first introduced in the 48 H. P. model, and that its interest in passenger cars was temporarily relaxed, there was an instant response to the appeal of this splendid motor.

Nothing ever produced by this company during its eighteen years of gasoline car manufacture won such a widespread and enthusiastic response.

With the experience gained through the operation of this first run of dual valve cars, it has been found possible to work out further minor improvements which add to the smoothness and efficiency of the general result.

It is not the tradition of The Pierce-Arrow Motor Car Company to be satisfied with its achievements. The ideal of a constant betterment is kept before the minds of officials, designers, engineers and workmen. No change has ever been made for change sake. It is only when the test of solid experiment has justified a new construction worked out in the Experimental Department that this development is embodied in the finished product. It has never been company policy to experiment at the customer's risk or expense.

There are no radical changes in the forthcoming run of cars. The principal development is a change in ignition, in order to produce greater power and smoother running.

A modification of the transmission makes gear shifting easier. A new design affords an almost perfect guarantee against a leaking radiator.

But all the main Pierce-Arrow essentials are maintained, and all those advantages on which customers have for years based their preference for Pierce-Arrow products are retained.

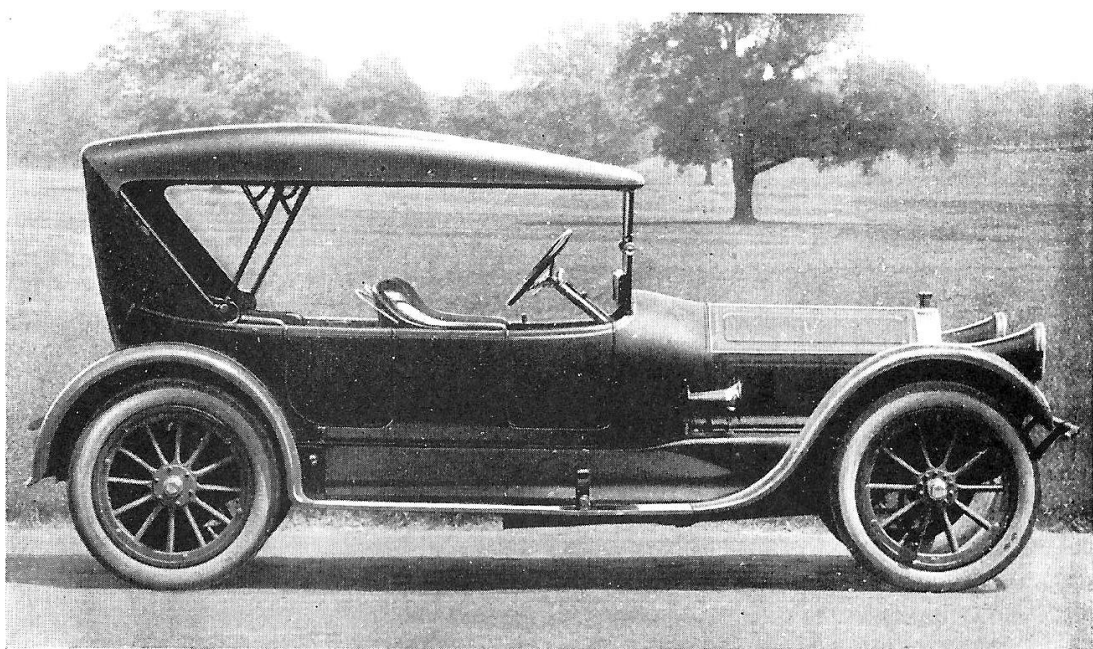
The comfort and safety of the cast aluminum body continue to make their appeal.

Whatever the motorist may exact of his car is to be found in a Pierce-Arrow. Whether he wants the comfortable riding for the long distance tour, or the flexibility so essential in the congestion of city streets, it is here and is instantly available without complication or disappointment.

The factor of price does not enter into the Pierce-Arrow system. It is our compact to give to the customer the best that can be developed. This is accomplished with a maximum economy of manufacturing methods, plus a reasonable profit.

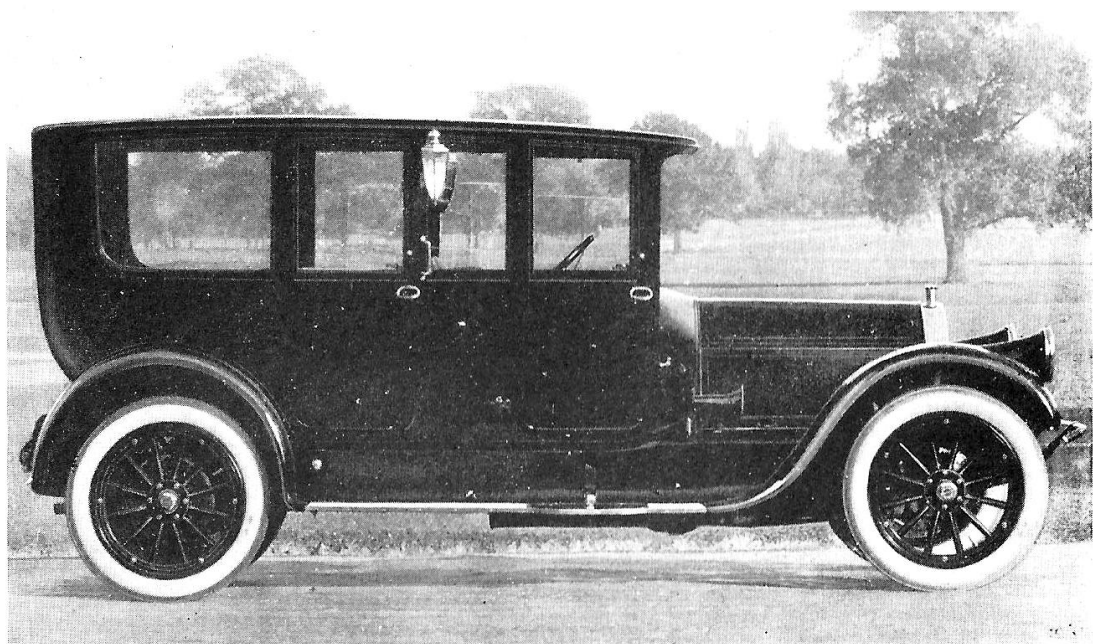
The great test of the Pierce-Arrow is its performance over a period of years; then its quality of workmanship and its material, together with the correctness of design and balance, increasingly vindicate the excellence of the judgment that dictated its purchase.

There is the usual comprehensive list of body styles in both types of cars, so that the motorist may have exactly the kind of car suited to his special need.



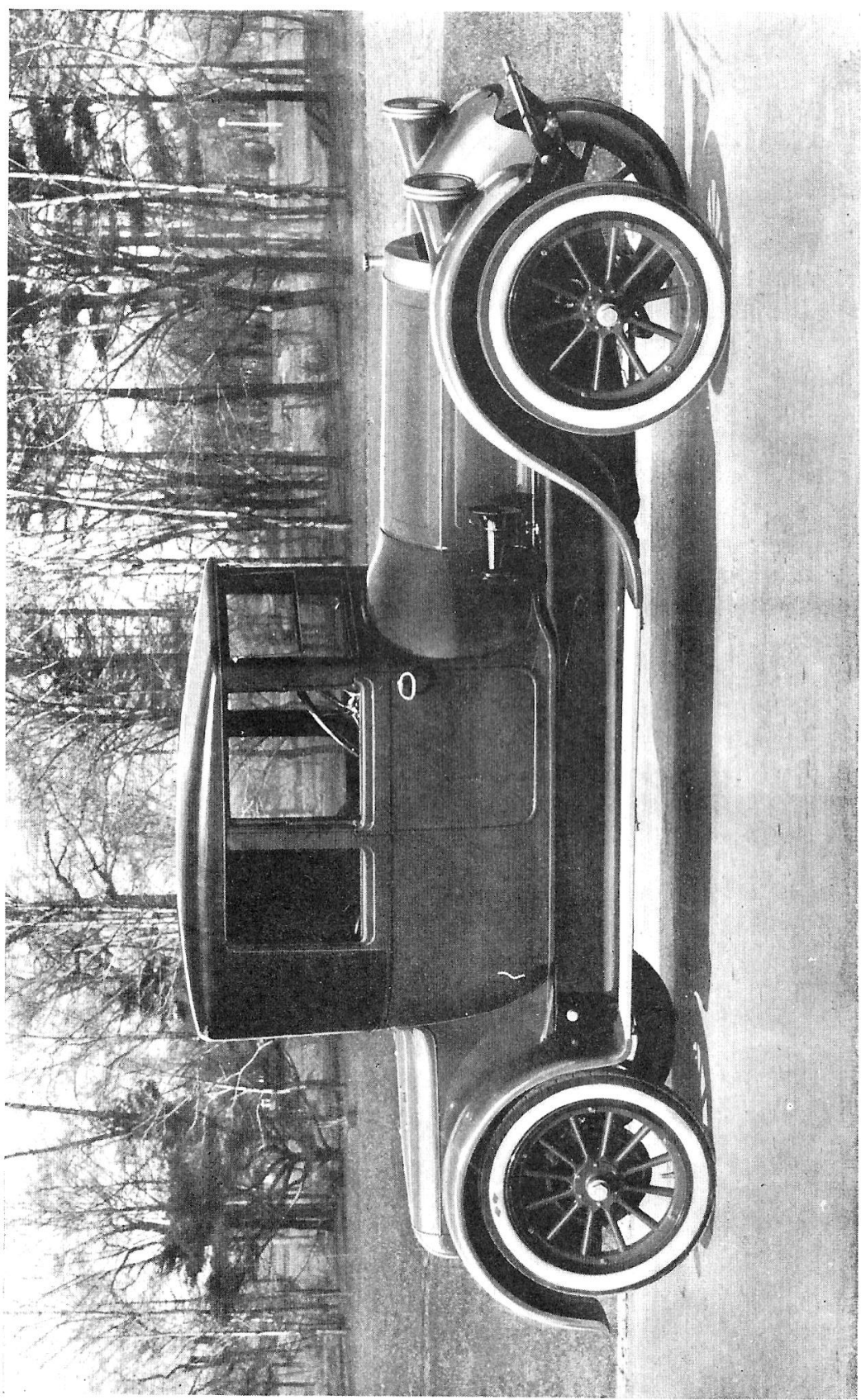
FOUR-PASSENGER TOURING CAR

Either the 38 or 48 H. P. model in the four-passenger touring car offers a body style that meets with ever growing demand.

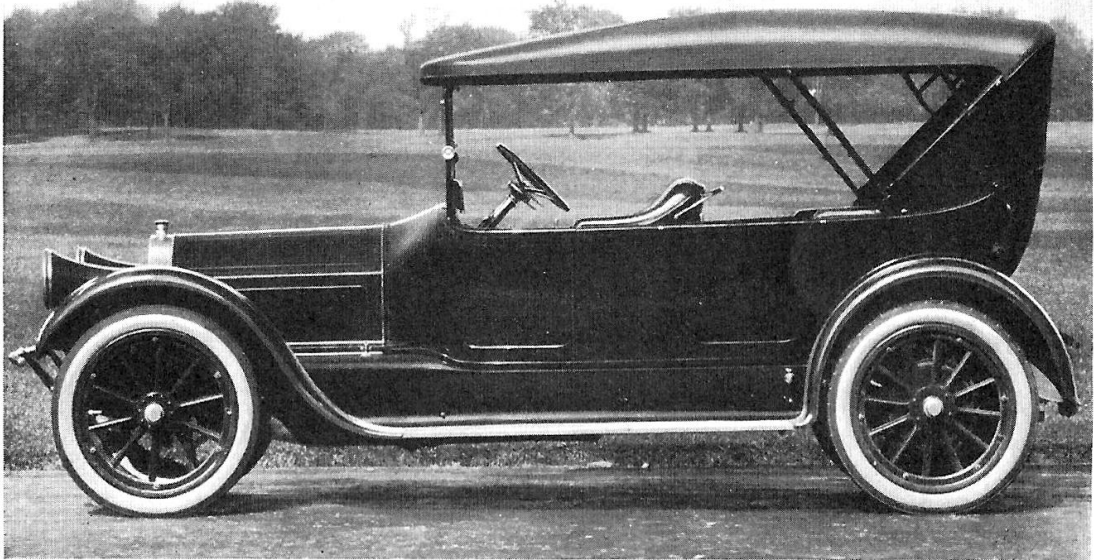


VESTIBULE SUBURBAN

Can be had in the 48 H. P. size only. Seating seven passengers comfortably, this model meets all closed car requirements.

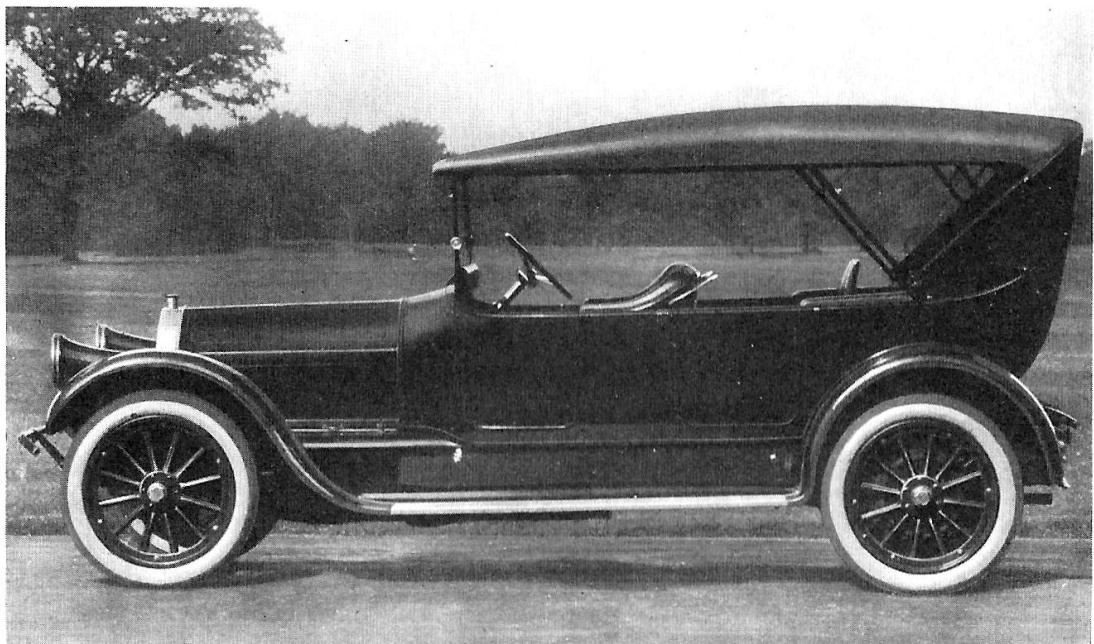


CONVERTIBLE ROADSTER



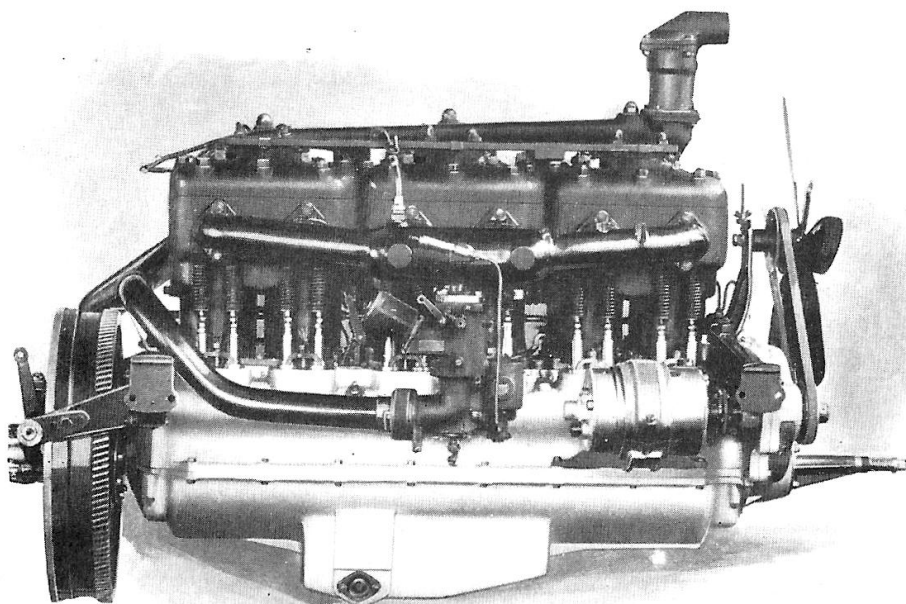
FIVE-PASSENGER TOURING CAR

A high degree of utility is attained in the standard five-passenger touring. Can be had in either the 38 or 48 H. P. model.

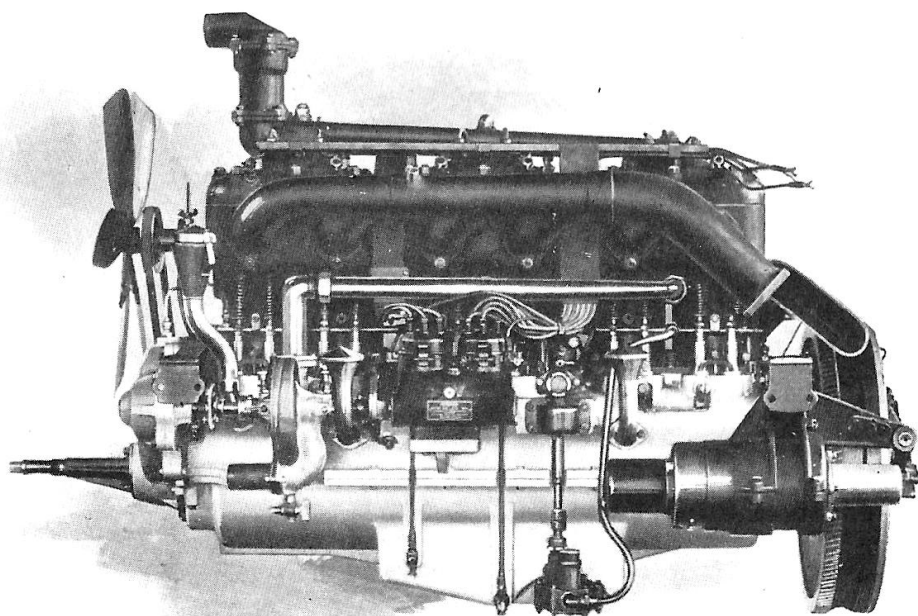


SEVEN-PASSENGER TOURING CAR

Pierce-Arrow qualities of comfort, dependability and safety reach their ultimate in the seven-passenger touring car. It is furnished in both the 38 and 48 H. P. models.



INLET SIDE OF MOTOR



EXHAUST SIDE OF MOTOR

SPECIFICATIONS OF PIERCE-ARROW MOTOR CARS

38 HORSE POWER

Number of Cylinders	Six, cast in pairs.
Ignition	Two sources of battery ignition, with separate distributors.
Battery Equipment	Electric generator and large capacity storage battery for complete lighting ignition and electric motor starting systems.
Carburetor	Pierce-Arrow automatic.
Control	Hand throttle and foot accelerator.
Oiling	Pressure feed to all crank-shaft and pin bearings, cylinders and pistons.
Transmission	Selective.
Speeds	Four forward and reverse and interlocking device.
Bearings	Ball and roller bearings all over except engine.
Springs	Front, semi-elliptic; rear, three-quarter elliptic.
Regular Tires	Goodrich, "Silvertown" cord front and Silvertown "Great Safety" rear—straight side tires.
Brakes	Equalized foot brakes on inside of drums on hubs, both rear wheels. Equalized hand brakes on outside of drums on hubs, both rear wheels.
Rims	Pierce-Arrow demountable rims (Johnson patent) with Firestone channels—two extra rims and channels.
Clutch	Cone, fabric-faced, running in oil.
Front Axle	Drop-forged, I-beam, special steel, heat treated.
Rear Axle	Semi-floating.
Steering Gear	Screw and nut.
Cylinder Dimensions	4 x 5 1/2 inches.
Revolutions per Minute	150 to 2,600.
Gasoline Capacity	All models, 26 gallons.
Wheel Base	All models, 134 inches.
Tread	56 inches.
Wheels	Wood, artillery; all models.
Tire Dimensions	All models, front and rear, 34 x 4 1/2,—actual 36 x 4 29/32 inches.

PRICES F. O. B. BUFFALO—38 HORSE POWER

Chassis	\$6050.00	Brougham Landaulet	\$8550.00
2 or 3-passenger Runabout	7250.00	French Brougham Landau-	
4-passenger Touring	7250.00	let	8550.00
4-passenger Roadster	7250.00	Town Landaulet	8550.00
5-passenger Touring	7250.00	Landaulet—dome roof	8550.00
7-passenger Touring	7250.00	Vestibule Brougham—dome	
2 or 3-passenger Coupe	8250.00	or flat	8750.00
2 or 3-passenger Convertible		Vestibule Brougham Lan-	
Roadster	8250.00	daulet	8750.00
4-passenger Sedan	8550.00	Vestibule Landaulet—dome	
Brougham—dome or flat	8550.00	roof	8750.00
French Brougham	8550.00	Sedan	8750.00
Town Brougham	8550.00		

SPECIFICATIONS OF PIERCE-ARROW MOTOR CARS

48 HORSE POWER

Number of Cylinders	Six, cast in pairs.
Ignition	Two sources of battery ignition, with separate distributors.
Battery Equipment	Electric generator and large capacity storage battery for complete lighting ignition and electric motor starting systems.
Carburetor	Pierce-Arrow automatic.
Control	Hand throttle and foot accelerator.
Oiling	Pressure feed to all crank-shaft and pin bearings, cylinders and pistons.
Transmission	Selective.
Speeds	Four forward and reverse and interlocking device.
Bearings	Ball and roller bearings all over except engine.
Springs	Front, semi-elliptic; rear, three-quarter elliptic.
Regular Tires	Goodrich, "Silvertown" cord front and Silvertown "Great Safety" rear—straight side tires.
Brakes	Equalized foot brakes on inside of drums on hubs, both rear wheels. Equalized hand brakes on outside of drums on hubs, both rear wheels.
Rims	Pierce-Arrow demountable rims (Johnson patent) with Firestone channels—two extra rims and channels.
Clutch	Cone, fabric-faced, running in oil.
Front Axle	Drop-forged, I-beam, special steel, heat treated.
Rear Axle	Semi-floating.
Steering Gear	Screw and nut.
Cylinder Dimensions	4½ x 5½ inches.
Revolutions per Minute	150 to 2,500.
Gasoline Capacity	All models, 32 gallons.
Wheel Base	All models, 142 inches.
Tread	56 inches.
Wheels	Wood, artillery; all models.
Tire Dimensions	All models, front and rear, 35 x 5,—actual 36¾ x 5¾.

PRICES F. O. B. BUFFALO—48 HORSE POWER

Chassis	\$6450.00	Vestibule Brougham—dome	
2 or 3-passenger Runabout	7650.00	or flat	\$9250.00
4-passenger Touring	7650.00	Vestibule Brougham Landaulet	9250.00
4-passenger Roadster	7650.00	Vestibule Landaulet—dome	
5-passenger Touring	7650.00	roof	9250.00
6-passenger Touring	7750.00	7-passenger Suburban—	
7-passenger Touring	7750.00	dome or flat	9250.00
2 or 3-passenger Coupe	8750.00	7-passenger Suburban Landau	9250.00
2 or 3-passenger Convertible		7-passenger Landau—dome	
Roadster	8750.00	roof	9250.00
Brougham—dome or flat	9050.00	Vestibule Suburban	9450.00
French Brougham	9050.00	Vestibule Suburban Landau	9450.00
Brougham Landaulet	9050.00	Vestibule Landau	9450.00
French Brougham Landaulet	9050.00		
Landaulet—dome roof	9050.00		

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